

ORDER



Orders
Order / Rev: 218204
Alt Order #:
Product Desc: 10/29-11/6 KAINE FOR SENATE 2012
Estimate: 12946
Flight Dates: 10/29/12 - 11/06/12
Original Date / Rev: 10/29/12 / 10/29/12
Order Type: REG

WVBT
Primary AE: WVBT National House
Sales Office: N-HOU
Sales Region: Nat

Agency Name: Media Strategies & Research
Buying Contact:
Billing Contact:
 11350 Random Hills Road
 Fairfax, VA 22030

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: POL/Kaine for Senate 2012 (D)
Demographic: A25-54
Product Codes: PL5
Priority: P4
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN2114/IN2116/SP1753/AU1239/AL18/

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/04/12	6	\$1,650.00	\$1,402.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	6	\$1,650.00	\$1,402.50	0.00
Totals	6	\$1,650.00	\$1,402.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
WVBT National House			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WVBT	10/30/12	11/01/12	M-F 6-7p Maury Povich	CM	6-7p	- 111 - - -	:30	3	\$100.00	P4	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- 111 - - -		3				\$100.00		0.00			
N 2	WVBT	11/02/12	11/02/12	Fri Hour 1 Fri 8-9p	CM	8-9p	- - - - F - -	:30	1	\$600.00	P3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- - - - F - -		1				\$600.00		0.00			
N 3	WVBT	11/03/12	11/03/12	Late News (After Sports) Late News (after Sports)	CM	Late News (after S-	- - - - - S-	:30	1	\$250.00	P3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- - - - - S-		1				\$250.00		0.00			
N 4	WVBT	11/04/12	11/04/12	Su 10-1044p Fox News @10 Sun	CM	10-1045p	- - - - - S	:30	1	\$500.00	P2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- - - - - S		1				\$500.00		0.00			
Totals														6	\$1,650.00